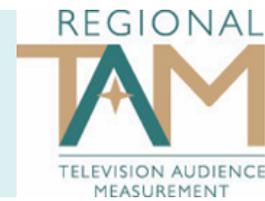


Regional TV Ratings Process



Who is involved in putting out the Regional TV Ratings?



Television • Audience • Measurement

Produces the TV ratings **on behalf** of Regional TAM



Owned by the 5 Regional Networks and the **Owner and Manager** of the Regional Panel

TV Ratings Definition

In Australia, Television ratings are defined as:

Viewing estimates drawn from actual viewing in a panel of homes that is representative of the wider population



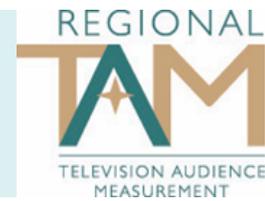
Which areas are measured?

In Regional Australia 3,198 households have their *actual* television viewing habits monitored, with 5,250 in the Metropolitan markets.



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How the panel is composed

To ensure the panel of homes is representative of the wider population, 65,000 Australian homes are randomly telephoned and asked information about the home and its people.



This data is then used in combination with the Australian Bureau of Statistics (ABS) data. The 2 data sets ensure the panel accurately reflects the population for TV Measurement.

How do we know what audiences are watching?

Once a household has been recruited into the panel of homes, a technician will visit the household and install a piece of technology to every working television called the Peoplemeter.



This device works as an 'electronic ear' that listens and converts the audio coming from each panel home's TV set and uses this to determine which channel the audience was watching.



To understand who is viewing at any time, the members of the panel household need to press a button on a special remote which has pre-loaded information about that household member such as age, gender etc.

Regional TV Ratings Process



How do the thousands become millions?

The viewing of each household panel member is expanded to represent the population through a daily process called weighting. This is where each household panel member is worth 'x' amount of people.

This process is closely monitored to ensure this is representative with the wider population.

How do we know the data is ok?

Every day of the year, the data containing the actual viewing from the panel homes undergoes a series of checks to ensure the data is ok to be used in the daily sample. Examples of anomalies that can cause that households data to not be used include:

- Periods where the TV was on but no one had logged on via their remote
- Same person and channel being viewed for the whole 24 hours

If you have any questions, please contact Regional TAM on:



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